

KPI REMINDER

INDICATORS RELATED TO DELIVERABILITY

DELIVERABILITY: NB OF EMAILS THAT WERE NOT DELIVERED

OBJECTIVE	CALCULATION	POSSIBLE PROBLEMS	SOLUTIONS
THE LOWEST THE BETTER	$\frac{\text{NB UNDELIVERED EMAILS}}{\text{NB SENT EMAILS}} * 100$	THE EMAIL ADDRESS WAS MISSPELLED THE EMAIL ADDRESS IS NON-EXISTENT	DOUBLE OPT-IN TECHNIQUE DATABASE CLEAN UP

UNSUBSCRIBE: NB OF PEOPLE WHO UNSUBSCRIBED FROM YOUR NEWSLETTER

OBJECTIVE	CALCULATION	POSSIBLE PROBLEMS	SOLUTIONS
THE NEAREST 0 POSSIBLE	$\frac{\text{NB UNSUBSCRIBED}}{\text{NB SENT EMAILS}} * 100$	CONTACT IS NOT INTERESTED IN YOUR PRODUCTS THE SENDING FREQUENCY IS NOT OPTIMAL	REVIEW ACQUISITION TACTIQUE DOUBLE OPT-IN ASK DESIRED FREQUENCY

SPAM REPORTING: NB OF PEOPLE MAKING A SPAM COMPLAINT

OBJECTIVE	CALCULATION	POSSIBLE PROBLEMS	SOLUTIONS
THE NEAREST 0 POSSIBLE	$\frac{\text{NB SPAM COMPLAINTS}}{\text{NB SENT EMAILS}} * 100$	THE UNSUBSCRIBING LINK IS UNABLE	HIGHLIGHT THE UNSUBSCRIBE LINK RE-ENGAGEMENT CAMPAIGNS

INDICATORS RELATED TO PERFORMANCE

OPENING: NB OF CONTACTS THAT OPENED YOUR EMAIL

OBJECTIVE	CALCULATION	POSSIBLE PROBLEMS	SOLUTIONS
THE HIGHEST THE BETTER	$\frac{\text{NB OPENING}}{\text{NB SENT EMAILS}} * 100$	SUBJECT LINE IS NOT INTERESTING EMAIL WAS NOT DELIVERED	WORKING ON YOUR EMAIL SUBJECT AUTHORIZED SENDER

CLICK: NB OF PEOPLE WHO CLICKED ON A LINK IN THE EMAIL

OBJECTIVE	CALCULATION	POSSIBLE PROBLEMS	SOLUTIONS
THE HIGHEST THE BETTER	$\frac{\text{NB CLICKS}}{\text{NB SENT EMAILS}} * 100$	LOW DELIVERABILITY LOW OPENING RATE	WORK THESE TWO ELEMENTS BEFORE REVIEWING YOUR CONTENT

REACTIVITY: NB OF CLICKS IN RELATION WITH YOUR OPENING RATE

OBJECTIVE	CALCULATION	POSSIBLE PROBLEMS	SOLUTIONS
THE HIGHEST THE BETTER	$\frac{\text{NB CLICKS}}{\text{NB OPENING}} * 100$	CALL-TO-ACTION IS NOT CONVINCING CONTENT IS NOT RELEVANT	CHECK THAT YOUR CTA STAND OUT, ACTION VERB CHECK YOUR OFFER